

**aurora**

# The 5 Solar Buyers

A Guide to Persona-Based Solar Sales



When it comes to solar sales, one size does not fit all. As every experienced solar salesperson has discovered, people have widely differing reasons for why they're looking into going solar.

To discover how these motivations work, Aurora's research team completed 1-on-1 interviews with homeowners who purchased solar to find out exactly why they decided to pull the trigger.

In this e-book, we've condensed our findings into 5 primary personas. Each persona has primary, secondary, and tertiary motivations that inform their decision making process. We've also provided tips on how you can adjust your solar pitch in real time as you ask your discovery questions.





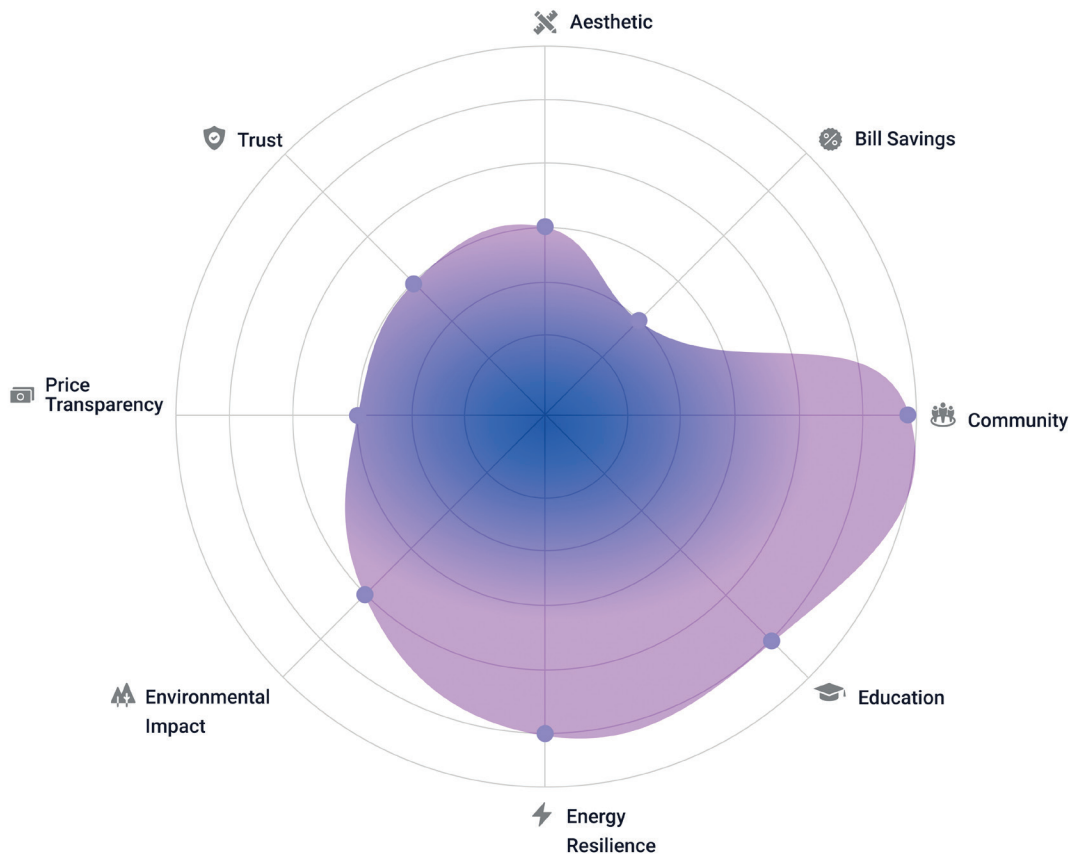
## The Lifelong Learner

TMI doesn't exist for the Lifelong Learner. They love getting immersed in a subject and when they take on a project they take it on full force.

The internet delivers more information to homeowners than ever before, but this can be both a blessing and a curse. You'll often find that the Lifelong Learner has done research about solar long before they called you. This means that you'll not only need to educate them, you'll also need to re-educate them.

When approaching the Lifelong Learner, make sure that you acknowledge what they've learned so far and try to add to their knowledge rather than debunking it. Use their enthusiasm to your advantage to get them excited about solar before you jump into the nitty gritty of kWh, energy production, and incentives.





## Here's how to modify your sales pitch for the Lifelong Learner:

### Focus on

- Showing them the site model along with LIDAR, Irradiance, and Sun-Path Modeling
- Energy consumption projections
- Financial projections and payback estimates

### Focus less on

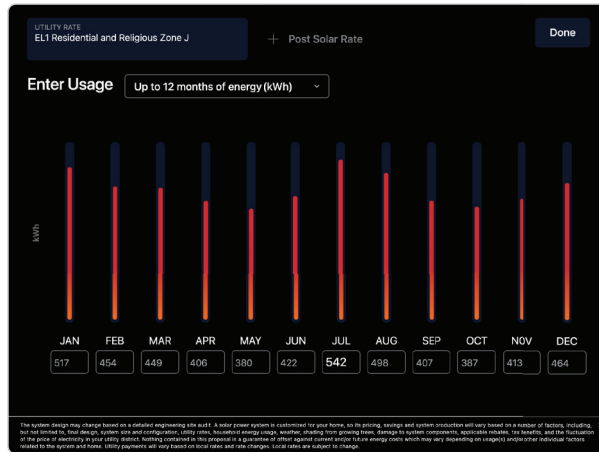
- Bill savings
- Aesthetics
- Environmental benefits



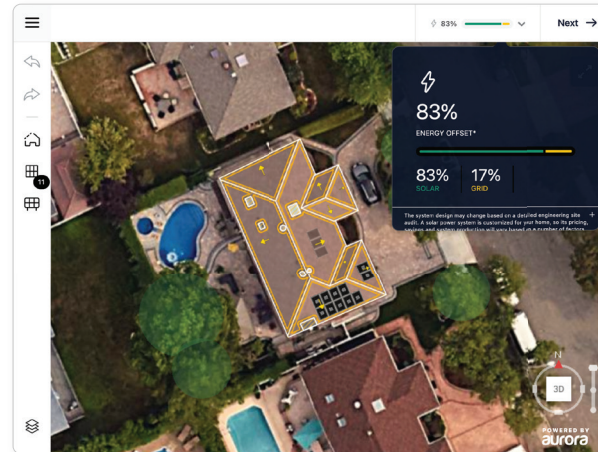
## 5 Solar Buyers

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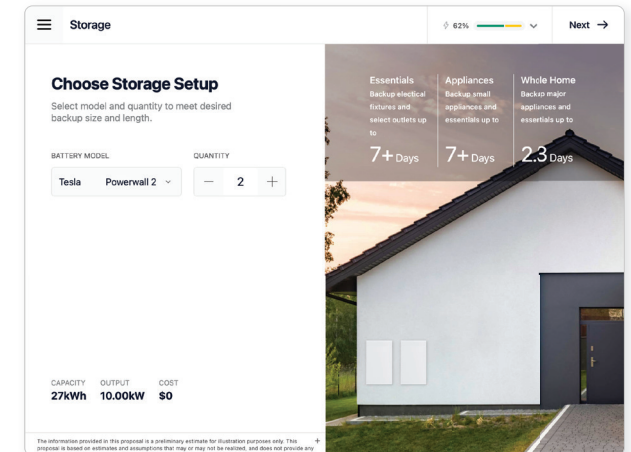
Energy Usage Page



Energy Offset Chart



Battery Storage Page



## Using Sales Mode in Aurora

To build trust with the Lifelong Learner you'll want to share how solar can create resilience in the event something does go wrong. You should aim to educate them using the Energy Usage Page, Energy Offset Chart, and Battery Storage Page in Sales Mode.

## Pro Tip ⚡

Show them a little bit of the “behind-the-scenes” of how you’re determining the ideal system for them.

The Lifelong Learner is someone who is genuinely curious about how things work. Rather than simply presenting a complete “perfect” design, show them how you’re running performance simulations, shade reports, and irradiance modeling.

Chances are they’ll appreciate the transparency and will feel more like a teammate than simply a buyer.





## The Cost Saver

A penny saved is a penny earned for the Cost Saver. Contrary to popular belief, Cost Savers don't mind spending money, they just want to make sure they're getting the best value.

A common misconception about the Cost Saver persona is that they're "cheap" or "stingy." The truth is that the Cost Saver is more like a hunter of "good deals." They value the hard work that they've put into earning their money, and they're simply looking to make the most of it.

When approaching the Cost Saver, make sure to show them the "cost of doing nothing," meaning, how much their current electricity bill is costing them. Framing the discussion around reducing electricity costs will pull them away from concentrating solely on panel and equipment pricing and create less friction with this persona.

## Here's how to modify your sales pitch for the Cost Saver:

### Focus on

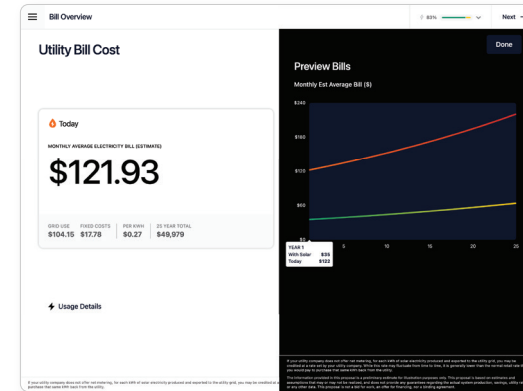
- Their current energy bill & consumption estimates
- Financial projections and payback estimates
- Pre- and post-solar bill estimates
- National and local incentives
- Company discounts and promotions

### Focus less on

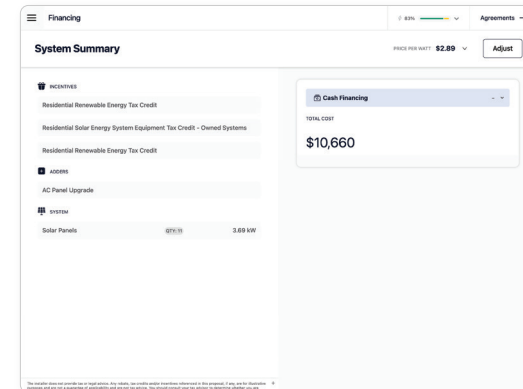
- Aesthetics
- Environmental benefits
- Energy production (Irradiance, LIDAR, sun path modeling, etc.)



### Monthly Average Bill Chart



Financing Page



To build trust with the Cost Saver you'll want to share how going solar can actually help them achieve their cost saving goals. You should aim to educate them using the Bill Overview Page, Monthly Average Bill Chart, Adders/ Discounts Page, and Financing Page in Sales Mode.

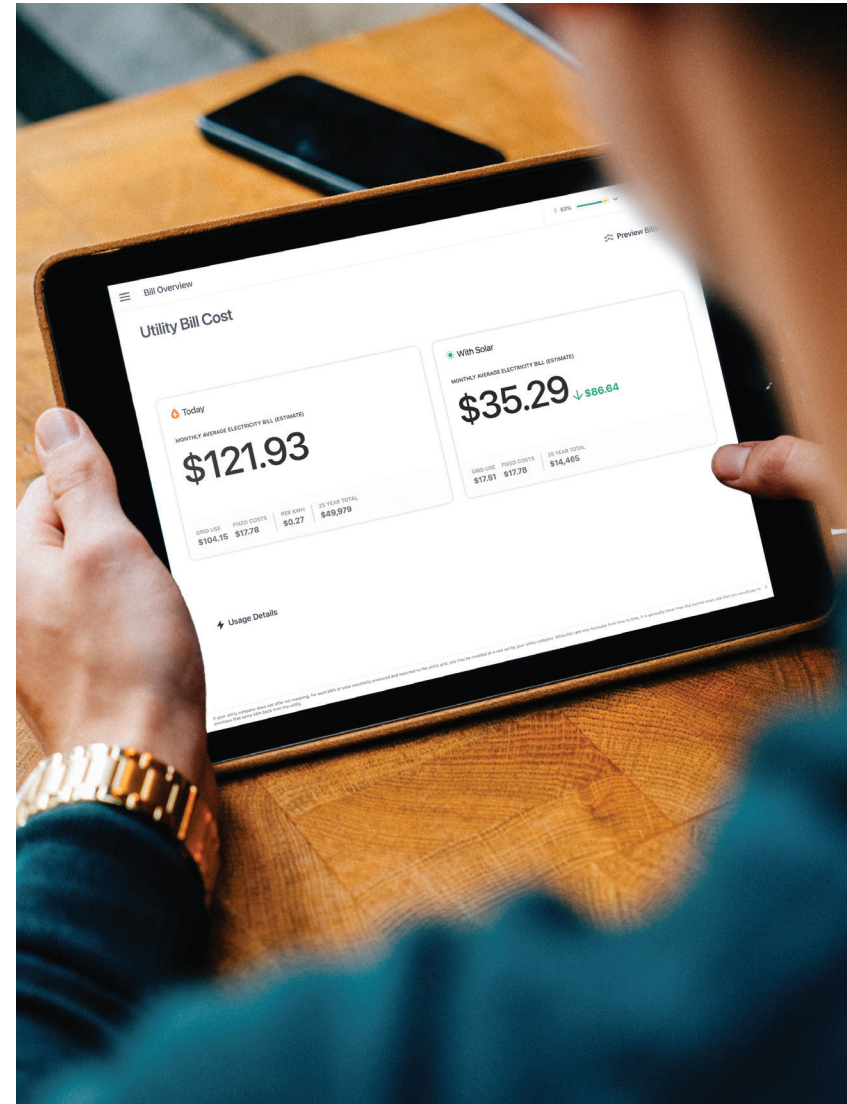


## Pro Tip ⚡

Speak to homeowners in terms of “cost per month” instead of lifetime costs.

In our research, we found that homeowners felt overwhelmed by lifetime costs and lifetime savings.

Living in a subscription world, most of us have become accustomed to thinking about purchases on a monthly basis. Breaking down costs and savings this way will help you avoid “sticker shock” and make the decision feel less daunting for the homeowner.





## The Cool Kid on the Block

Beauty isn't skin deep, it's solar deep. The Cool Kid on the Block cares just as much about how a solar panel looks as what it does.

Despite the name, the Cool Kid on the Block isn't a trend setter, they're a trend follower. The Cool Kid is highly affected by what the people in the community around them are doing and what's trending in the news.

When approaching the Cool Kid, make sure that you have your site design ready to go so you can show them visually what solar will look like on their home. Showing them different panel placement options can help overcome initial objections and keep the conversation moving forward to more important matters.





## Here's how to modify your sales pitch for the Cool Kid on the Block:

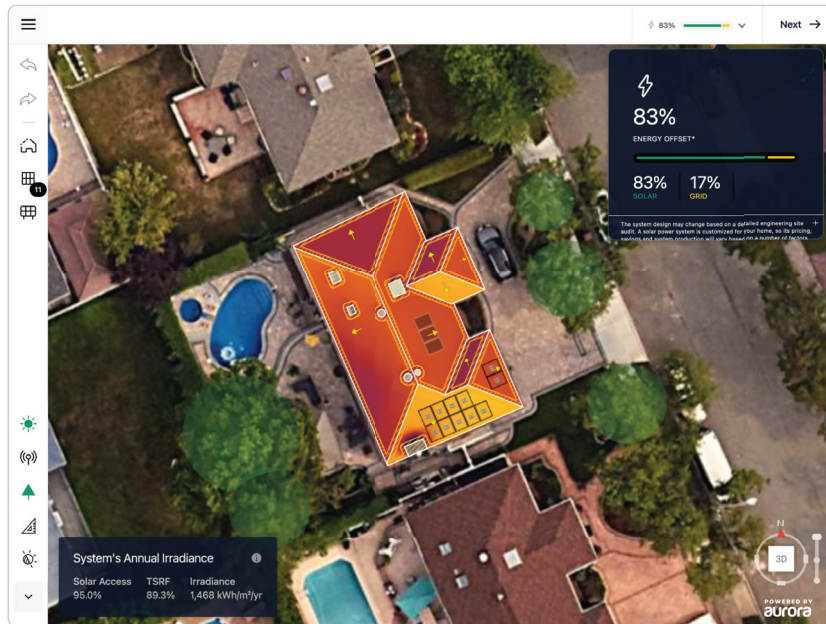
### Focus on

- Showing them the 3D model of their home (including street view)
- Higher end solar panels that have a modern feel
- How you can move the solar panels to their desired location
- Environmental benefits that they can brag about to their neighbors

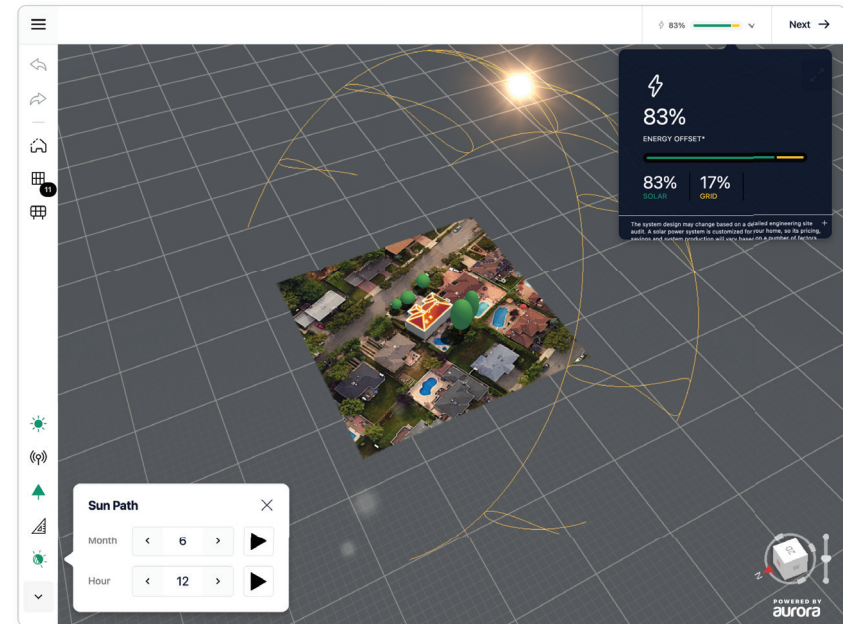
### Focus less on

- Financial projections and payback estimates
- Bill savings
- Max-fit designs and NEM policies

Performance Simulation Page



Sun-Path Animation



## Using Sales Mode in Aurora

To build trust with the Cool Kid on the Block you'll want to position solar as the "modern" way to produce energy and showcase your best looking solar panels. You should aim to educate them using the Performance Simulation Page and the Sun-Path Animation in Sales Mode.



## Pro Tip ⚡

Let the homeowner participate in the process by showing them different options for where their solar can be placed.

In our research, we found that some homeowners were more concerned about the aesthetics of solar than anything else.

To win over the Cool Kid, make sure that you use the visual tools in your arsenal first. Showing them the site model of their home, along with street view, can help them visualize what solar will look like on their home.

Keep in mind that some homeowners will want to show off their solar panels, while others will want to have them hidden, so be ready with multiple options.







## The Green Crusader

Reduce, reuse, recycle. The Green Crusader wants to be environmentally responsible and doesn't mind spending money to live a more sustainable lifestyle.

The Green Crusader has three principal influences for their motivations: They care about reducing their impact, guaranteeing a brighter future for the next generation, and helping their community.

When approaching the Green Crusader, make sure to ask discovery questions to find out why, specifically, they care about the environment. Understanding this underlying motivation can help you build rapport and give you an indication of what matters most to them.

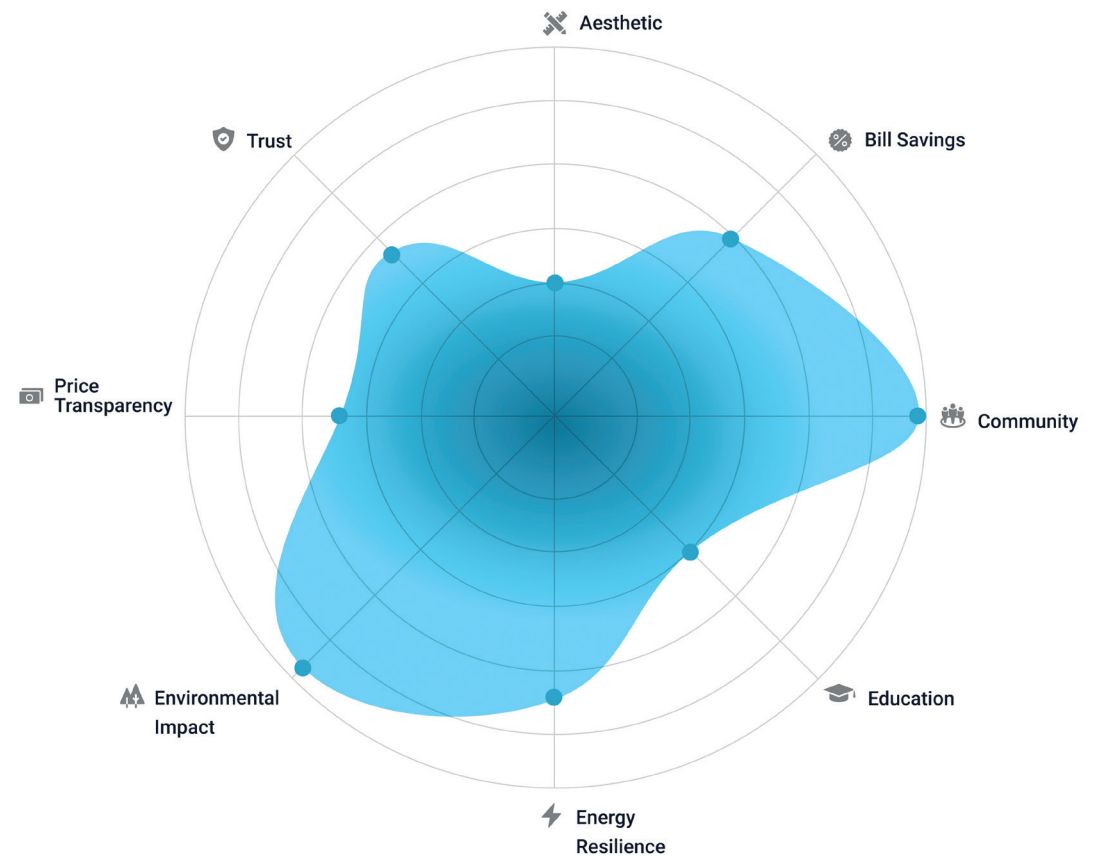
## Here's how to modify your sales pitch for the Green Crusader:

### Focus on

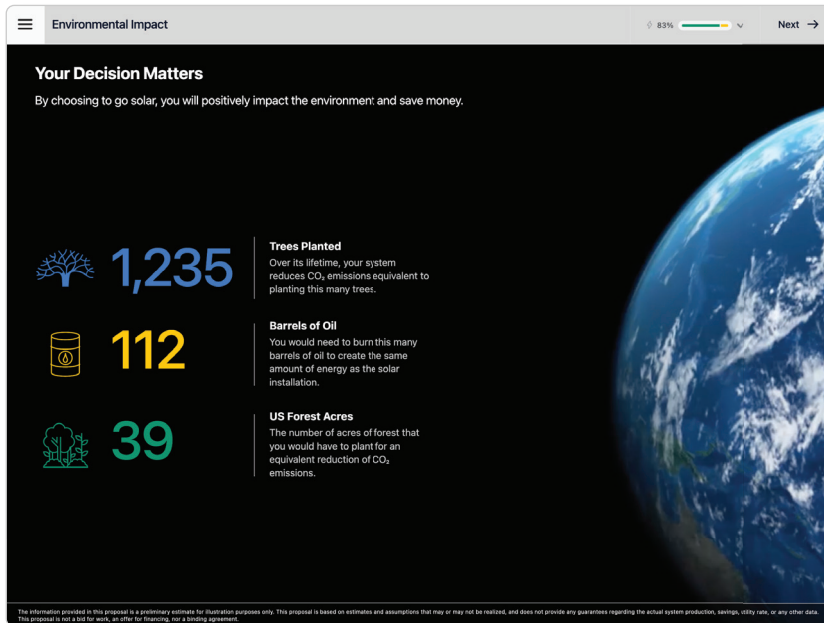
- Energy consumption offset
- Energy production (Irradiance, sunpath modeling, etc.)
- Environmental impact of switching to solar
- Other upgrades, such as battery storage and EV charging

### Focus less on

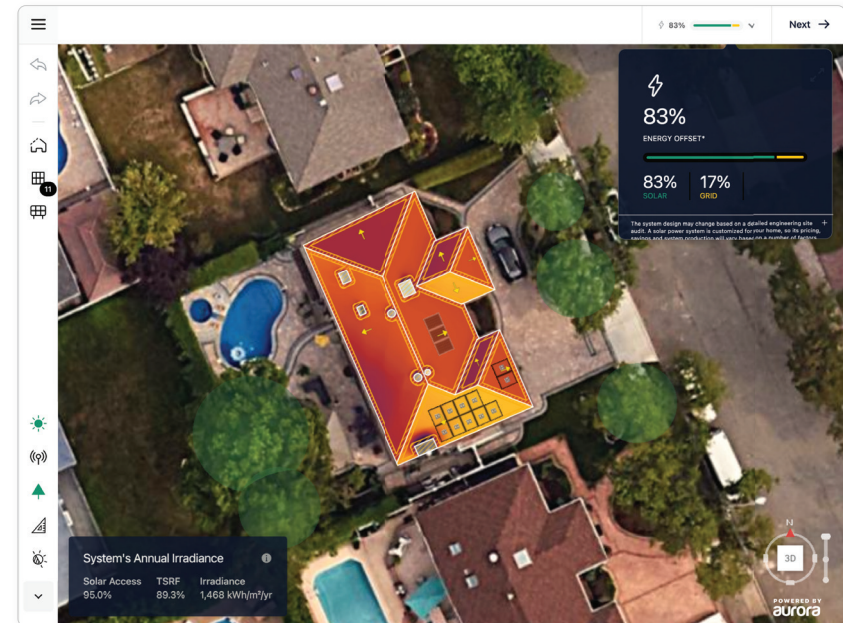
- Payback periods and financial modeling
- Aesthetics



Environmental Benefits Page



Energy Offset Chart



## Using Sales Mode in Aurora

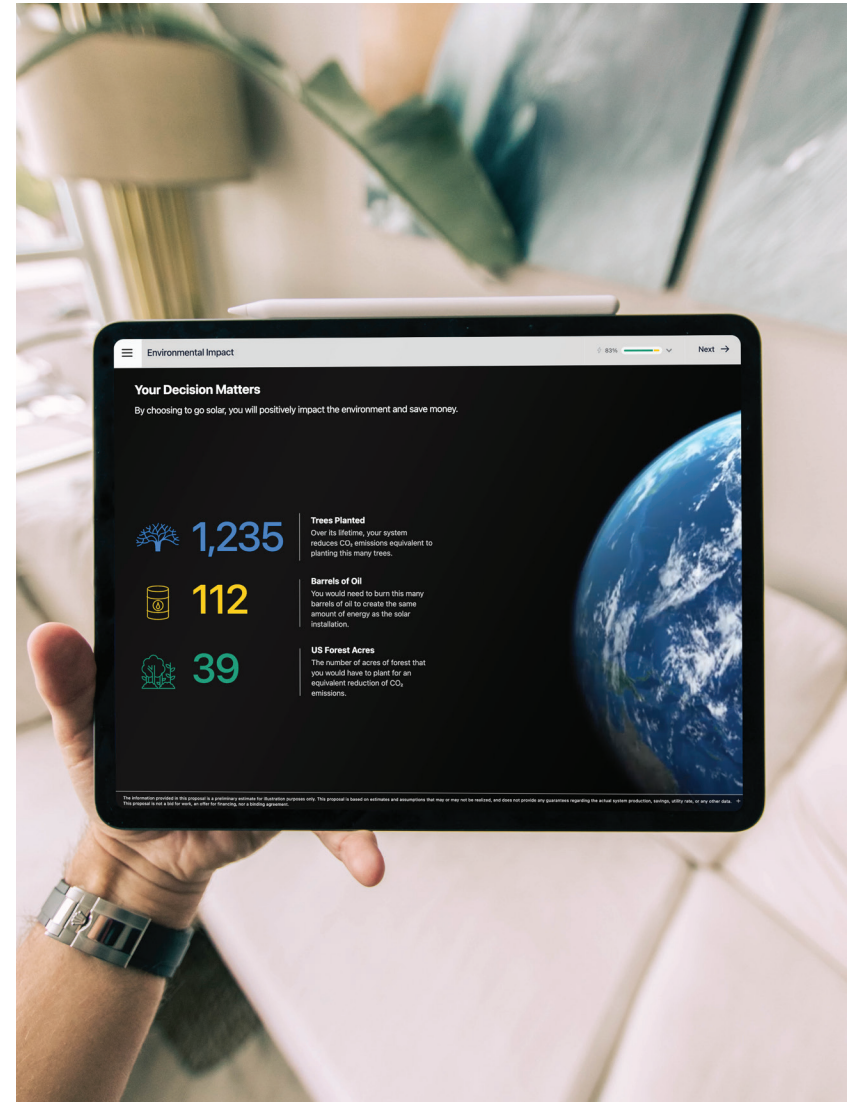
To build trust with the Green Crusader you'll want to share how going solar not only helps reduce their environmental impact today, but also helps contribute to the future of the green movement. You should aim to educate them using the Environmental Benefits Page and the Energy Offset Chart in Sales Mode.

## Pro Tip ⚡

Quantify the environmental impact that their particular solar installation will have.

In our research, we found that most homeowners understand that solar is good for the environment, but we also found that most installers didn't touch on how good it was.

Rather than talking about solar abstractly, use the environmental benefits page and energy offset chart to show exactly how much environmental good their solar installation will have.





## The Cool Kid on the Block

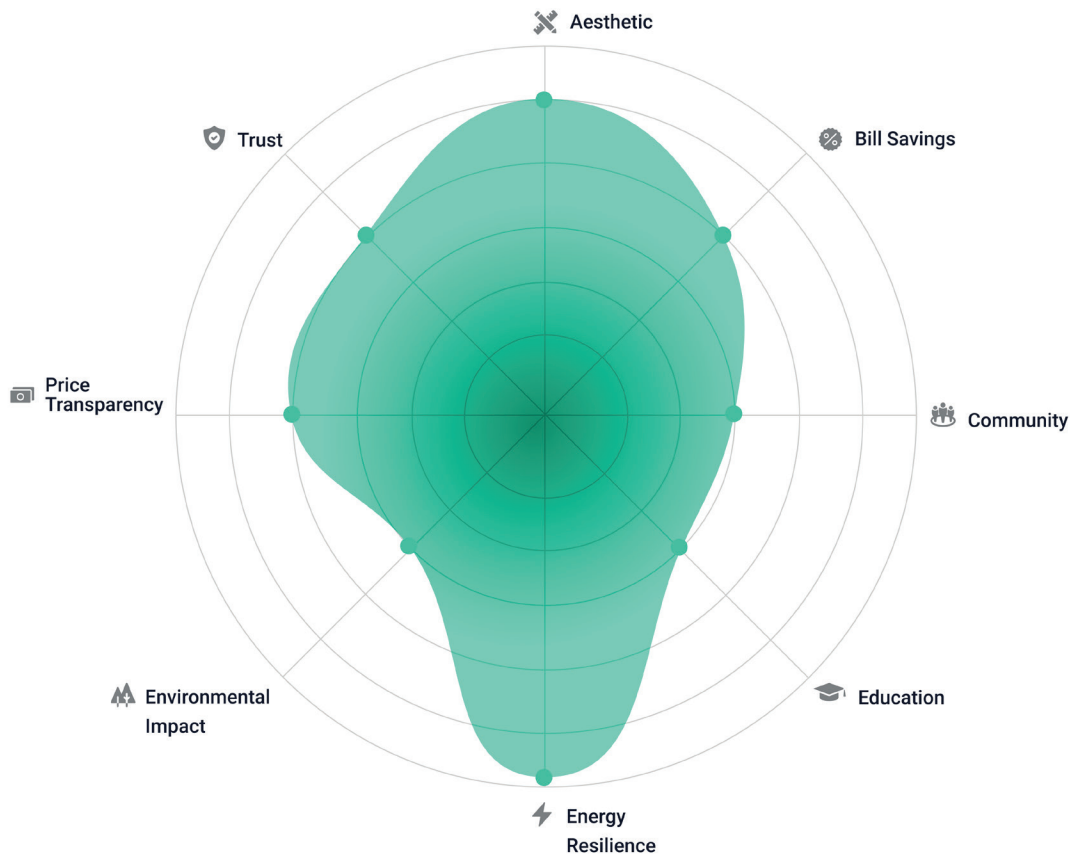
Better safe than sorry. The Independence Seeker doesn't necessarily think our infrastructure will fail, but they'd like to be prepared in case it does.

At the heart of the Independence Seeker's motivations are two strong desires: safety and reliability.

When approaching the Independence Seeker, make sure that you ask why they're concerned about their energy resilience. Speaking to some of the issues (such as extreme weather events) that may be common in the area can help create an emotional connection, turning solar from a nice-to-have into a must-have.







## Here's how to modify your sales pitch for the Cool Kid on the Block:

### Focus on

- Energy production (Irradiance, sunpath modeling, energy offset, etc.)
- Net energy metering and over-production
- Other upgrades such as battery storage and EV charging

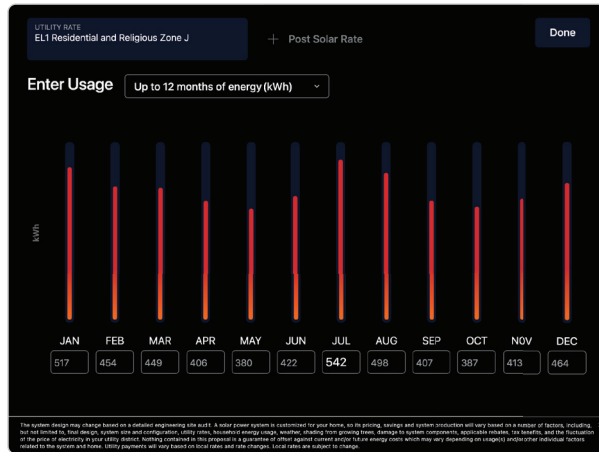
### Focus less on

- Payback periods and financial modeling
- Environmental benefits
- Aesthetics

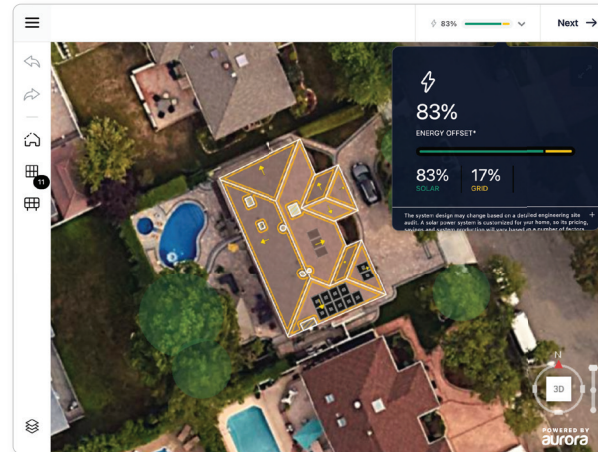
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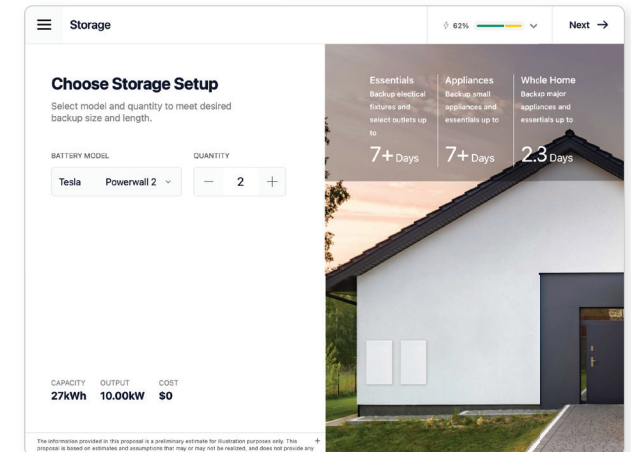
Energy Usage Page



Energy Offset Chart



Battery Storage Page



## Using Sales Mode in Aurora

To build trust with the Independence Seeker you'll want to share how solar can create resilience in the event something does go wrong. You should aim to educate them using Energy Usage Page, Energy Offset Chart, and Battery Storage Page in Sales Mode.

## Pro Tip ⚡

Stay away from unfamiliar technical terms including: kWh, PV, Offset, and Time of Use.

In our research, we found that most homeowners felt these terms made the process more confusing rather than being helpful. These “standard” solar terms are second nature for many installers, but when speaking with a homeowner who may have never heard of them before, it’s better to avoid them.

Try to keep the conversation in plain language such as, “days you can go without power” or “amount of hours you’ll be okay in the event of a power outage.”

